

Message Text

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21-12

ACTION EB-11

INFO OCT-01 EA-11 ISO-00 DRC-01 CIAE-00 INR-10 LAB-06

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FM AMEMBASSY KUALA LUMPUR

TO USDOC WASHDC

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AMEMBASSY SINGAPORE

UNCLAS KUALA LUMPUR 4409

SINGAPORE FOR USTC

E.O. 11652: N/A

TAGS: BEXP, MY

SUBJECT: TEXTILE MACHINERY AND APPAREL MANUFACTURING EQUIPMENT
CATALOG SHOW

REF: (A) A-9166; (B) USDOC 10484

1. THE SUMMARY REPORT REQUIRED IN A-9166 COVERING THE SUBJECT
EXHIBIT FOLLOWS:

A. NAME OF EXHIBITION: TEXTILE MACHINERY AND APPAREL
MANUFACTURING CATALOG SHOW

B. PLACE AND DATE: AUDITORIUM, USIS LIBRARY, LIKE YEW
BUILDING, KUALA LUMPUR, SEP 24-28, 1973

C. NUMBER OF FIRMS SUPPLYING CATALOGS: 61

D. NUMBER OF VISITORS: (1) REGISTERED: 21 (2) TOTAL: 90

E. NUMBER OF TRADE ENQUIRIES DEVELOPED (CATALGOS REQUESTED): 108

F. NUMBER OF EXHIBITING FIRMS RECEIVING TRADE INQUIRIES: 41

2. COMMENTS:

A. ALTHOUGH THE NUMBER OF VISITORS TO THIS EXHIBITION DID NOT
REACH THAT ANTICIPATED BY THE EMBASSY, THE QUALITY AND INTEREST
OF THOSE ATTENDING ACCORDING TO MR. JACKSON, WERE TO BE CONSIDERED
QUOTE BLUE RIBBON UNQUOTE. CERTAINLY IN NUMBERS, KUALA LUMPUR'S
SHOW RANKED BELOW

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MUHILA AND BANGKOK; HOWEVER, THE TEXTILE INDUSTRY HERE IS VERY SMALL, WHILE GARMENT MAKING IS MOSTLY IN THE HANDS OF SMALL ENTREPRENEURS WITH A HANDFUL OF EMPLOYEES WORKING IN SHOPHOUSES. BUT GIVEN THE POTENTIAL GROWTH IN BOTH SECTORS IN SOUTH EAST ASIA, AND THE GROWING INTEREST IN MALAYSIA IN INVESTMENT IN BOTH TEXTILE AND GARMENT MAKING, THE TIMING OF THE EXHIBITION WAS WELL CHOSEN.

B. FOLLOWING DISCUSSIONS WITH MR. JACKSON, MR. LOH SIEW LUN, CHAIRMAN OF THE GARMENT MANUFACTURERS' ASSOCIATION OF THE STATES OF MALAYA, STATED THAT HIS ASSOCIATION WOULD GIVE STRONG CONSIDERATION TO SENDING A PURCHASING MISSION TO THE UNITED STATES. HE ASKED FOR, AND WAS GIVEN, ALL OF THE GARMENT-MAKING EQUIPMENT CATALOGS FOLLOWING THE SHOW. THESE CATALOGS WILL BE MADE AVAILABLE TO THE MORE THAN 100 MEMBERS OF THE ASSOCIATION. THE CATALOGS ON THE TEXTILE MANUFACTURING EQUIPMENT WILL BE GIVEN, ON REQUEST, TO THE ENGINEERING DEPARTMENT OF MALAYSIAN INDUSTRIAL DEVELOPMENT FINANCE, A QUASI-GOVERNMENTAL ORGANIZATION, WHOSE INDUSTRIAL CONSULTANTS ARE CURRENTLY WORKING ON A PROJECT TO IMPLEMENT INVESTMENT IN TEXTILE INDUSTRIES IN MALAYSIA. THEREFORE THE CATALOGS WILL FIND ADDITIONAL USE THROUGH THESE MULTIPLIERS.

C. THE EMBASSY DECIDED TO HOLD THE EXHIBITION AT THE USIS DOWNTOWN FACILITY AFTER BEING INFORMED OF THE NUMBER OF CATALOGS TO BE SHOWN. THE AUDITORIUM AT THE USIS LIBRARY WAS WELL SUITED FOR THIS SHOW, TABLES WERE AVAILABLE FOR PERUSAL OF THE CATALOGS, AND GROUPS OF BUSINESSMEN COULD BE ADDRESSED READILY BY MR JACKSON. ONLY A FRACTION OF THE ORIGINAL BUDGET WAS USED FOR THIS SHOW, THE EMBASSY'S COMMERCIAL SECTION SETTING IT UP AND DISMANTLING THE EXHIBIT, WITH THE STRONG ARM OF MR JACKSON WILLINGLY ASSISTING IN ASSEMBLING THE DISPLAY RACKS. SIX HUNDRED INVITATIONS WERE MAILED FOR THE SHOW; 1000 ADDITIONAL BUSINESSMEN WERE REACHED THROUGH THE EMBASSY'S COMMERCIAL NEWSLETTER OF SEP 1, AND THE LOCAL PRESS PUBLISHED TWO COMPLIMENTARY INTERVIEWS WITH MR JACKSON TO HELP US PROMOTE THE EXHIBIT. (GIVEN THE ACUTE SHORTAGE OF NEWSPRINT IN MALAYSIA, WE FOUND THIS ESPECIALLY HEARTENING.) A LEADING TEXTILE INDUSTRIALIST FLEW MR JACKSON TO HIS PLANT 200 MILES NORTH OF KUALA LUMPUR, WHERE A DAY WAS SPENT IN FAMILIARIZATION WITH MALAYSIA'S TEXTILE INDUSTRY. MR JACKSON'S PRESENCE IN KUALA LUMPUR WAS ESPECIALLY WELCOMED BECAUSE OF HIS UNCLASSIFIED

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EXPERTISE AND FACILITY TO DISCUSS THE STATE-OF-TLW-ART IN THE UNITED STATES WITH FLEDGLING, INTERESTED TEXTILE MAKERS. D. WEAVING AND KNITTING MACHINES WERE OF GREATEST INTEREST, WITH PROCESSING, SPINNING AND TWISTING MACHINERY IN SECOND PLACE. MOST VISITORS WERE END-USERS, MANUFACTURERS AND ENGINEERING CONSULTANTS, WHILE POTENTIAL AGENTS WERE IN THE MINORITY. VIA TELEPHONE INQUIRY, WE WERE TOLD BY LOCAL TEXTILE MACHINERY AGENTS THAT THEY ARE BOMBARDED WITH CATALOGS BY FIRMS ALL OVER THE

WORLD, AND SHOWED LITTLE INTEREST IN WHAT OUR SHOW HAD TO OFFER. THE WORLD-RENOWN SHOEMAKER, BATA SHOE, HAD A SIX-MAN DELEGATION CALL AT THE EXHIBIT, AND A TWO HOUR DISCUSSION ENSUED, COVERING VARIOUS ASPECTS OF THE USE OF FABRICS IN SHOE MANUFACTURE. E. THE EMBASSY CONTINUES TO HEARTILY ENDORSE THE USE OF THE CATALOG SHOW AS A TRADE PROMOTION TOOL IN MALAYSIA. THROUGH THE USE OF TECHNICAL SEMINARS, OR THE AVAILABILITY OF QUALIFIED EXPERTS LIKE MR. JACKSON, WE CONTRIBUTE TO THE EDUCATION OF LOCAL BUSINESSMEN, COMPLEMENTING THE SALES POTENTIAL ENGENDERED BY THE CATALOGS.

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